

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
12 April 2001 (12.04.2001)

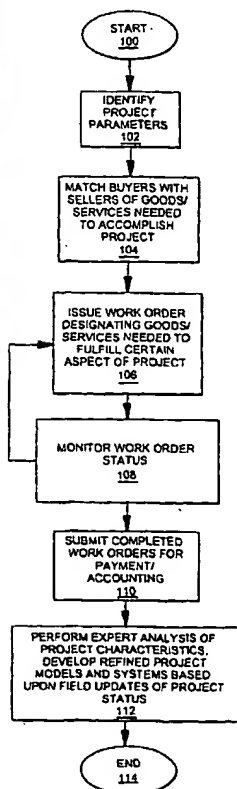
PCT

(10) International Publication Number  
**WO 01/25993 A1**

- (51) International Patent Classification<sup>7</sup>: **G06F 17/60** (74) Agents: **KENNEDY, John, T. et al.**; Dorsey & Whitney LLP, 370 Seventeenth St., Suite 4400, Denver, CO 80202-5644 (US).
- (21) International Application Number: **PCT/US00/26711**
- (22) International Filing Date:  
28 September 2000 (28.09.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
60/157,315 1 October 1999 (01.10.1999) US  
60/166,960 23 November 1999 (23.11.1999) US
- (81) Designated States (*national*): AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
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- Published:  
— With international search report.

[Continued on next page]

(54) Title: **PROCESS AND SYSTEM FOR MATCHING BUYERS AND SELLERS OF GOODS AND/OR SERVICES**



(57) Abstract: The present invention provides a process and a system for matching buyers and sellers of goods and/or services for a project. The invention enables a buyer to specify a project in terms of physical, functional, temporal, financial, and/or transactional parameters (102) which are then automatically converted, by the present invention, into at least one request for goods/services (104) needed to complete the project. The requests are suitably provided to at least one seller, who may be pre-identified by the buyer as a preferred seller. Upon receiving a request, the seller may submit a response to the request, as desired. Additionally, the invention provides a forum for the negotiation of any agreements and the formation of contracts to provide the requested, or alternative goods/services (106). Further, the present invention provides a system and process for targeting marketing to online buyers based upon profiles established for the buyers, profiles for the sellers, and the current on-line activities of a buyer. The targeted marketing features are preferably provided by utilizing Profile links which provide hyper links to a web page associated with a seller.

WO 01/25993 A1